

WTOK-TV
EEO PUBLIC FILE REPORT
02/01/21-01/31/2022

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy	RS Referring Hiree
Meteorologist/MMJ x2	1-39, 46-52, 56-67	64,19
Multimedia Journalist x3	1-39, 46-52, 56-67	56, 60, 60
Multi Media Sales Specialist x2	1-39, 46-52, 56-67	46, 61
Creative Services Producer	1-39, 46-52, 56-67	67
Sports Anchor/Sports Director	1-39, 46-52, 56-67	61
Sports Anchor/ Reporter	1-39, 46-52, 56-67	61
National /Regional Sales Manager	1-39, 46-52, 56-67	61

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
1	MAB Job Bank, 403D-s Towne Center Boulevard, Ridgeland, MS 39157-5115 Ph: 601-957-9121 email@msbroadcasters.org	N	0
2	NAB, Michael McKinley, Director of Broadcast Resources, 1771 N. Street, N.W., Washington, DC 20036-2891 Ph: 202-429-5300	N	0
3	Alabama Broadcasters Assn., Cindi McGee and Lisa Rice, 2180 Parkway Lake Drive, Hoover, AL 35244 Ph: 205-982-5001 cmcgee@al-ba.com ; lrice@al-ba.com	N	0
4	TV Jobs.com d/b/a Broadcast Employment Services, Mark C. Holloway, CEO, P. O. Box 4116, Oceanside, CA 92052-4116 Ph: 760-754-8177 jobs@tvjobs.com	Y	0
5	Media Line, Mark Shilstone, Manager, Box 51909, Pacific Grove, CA 93059 Ph: 800-237-8073 medialine@medialine.com	N	0
6	Alabama State University, Career Center, Ella Tucker, 915 S. Jackson Street, Montgomery, AL 36101-0271 Ph: 334-229-4140 etucker@alasu.edu	Y	0
7	Alcorn State University, Dr. David Crosby, President, 1000 Alcorn State Drive, Alcorn State, MS 39096 Ph: 601-877-6100	N	0
8	Auburn University, Karen Allen, Career Development Services, 303 Martin Hall, Auburn University, AL 36849 Ph: 334-844-3864 Post job openings to website: https://auburn-csm.symplicity.com/employers/	Y	0
9	Delta State University, Leigh Ann Nelson, Career Services & Placement, DSU Box 3174, Cleveland, MS 38733 Ph: 662-846-4646.	Y	0
10	East Central Community College, Christi Gregory, P. O. Box 851, Decatur, MS 39327 Ph: 601-635-2111 Ext.300	Y	0
11	Howard University, School of Communications, Carol Dudley, Director, Office of Career Development, Powell Building, 525 Bryant Street, N.W., Washington, DC 20059 Ph: 202-806-7690 cdudley@howard.edu	Y	0
12	Jackson State University, Dorothy Whitley, Placement Center, P. O. Box 17280, Jackson, MS 39217 Ph: 601-979-2477 Job openings posted to website: Tigers2Work@jsums.edu	Y	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
13	Louisiana State University, Holly Nelson, Coordinator, Career Services, 1502 CEBA Building, Baton Rouge, LA 70803 Ph: 225-578-2674	Y	0
14	Manship School of Mass Communication, Helen Taylor, Louisiana State University, 1502 CEBA Building, Baton Rouge, LA 70803 Ph: 225-578-2040 htaylor@lsu.edu	Y	0
15	Meridian Community College, , Career Center, 910 Highway 19 North, Meridian, MS 39307 Ph: 601-481-1327 thouse@meridiancc.edu and jtaylor@mcc.cc.ms.us (Broadcasting Program)	Y	0
16	Meridian Community College, Ray Denton, 910 Highway 19 North, Meridian, MS 39307 Ph: 601-484-8785 rdenton@mcc.cc.ms.us	Y	0
17	Millsaps College Career Center, Vickey McDonald or Tonya Craft, 1701 North State Street, Jackson, MS 39210 Ph: 601-974-1218 or 601-974-1346 craft@milsaps.edu	Y	0
18	Miss. College Communication Department, Cliff Fortenberry, Chairman, P. O. Box 4019 MC, Clinton, MS 39058 Ph: 601-925-3457 fortenbe@mc.edu	Y	0
19	Mississippi State University, Ms. Cassandra Latimer, Career Center, P. O. Box P, Mississippi State, MS 39762 Ph: 662-325-3344 Post job openings to website: http://www.career.msstate.edu/	Y	1
20	Mississippi State University, Meridian Campus, Kimberly Davidson, 1000 Highway 19 North, Meridian, MS 39307 Ph: 601-484-0139	Y	0
21	Mississippi University for Women, Towanda Williams and Eric Harlan Division of Communication, 1100 College Street – MUW 940, Columbus, MS 39701 Ph: 662-329-7192 twilliams@ss.muw.edu EHarlan@as.muw.edu	Y	0
22	Mississippi Valley State Univ., Alisha Rose, Career Services Center, 14000 Hwy 82 West #7225, Itta Bena, MS 38941-1400 Ph: 662-254-3441	Y	0
23	Ohio/Illinois Centers for Broadcasting, Gary James, National Director of Placement, 9000 Sweet Valley Drive, Valley View, OH 44125	Y	0
24	Rust College, Dr. Debayo Moyo, Chairman, Mass Communications Dept., Holly Springs, MS 38635 Ph: 601-252-8000 X4553 dmoyo@rustcollege.edu	Y	0
25	Syracuse University, Ms. Karen McGee, Director of Career Development, 215 University Place, Syracuse, NY 13244 Ph: 315-443-2268 kmcgee@syr.edu	Y	0
26	Tougaloo College, Ms. Gladys Jones and Ms. Tekesia McClendon, 500 West County Line Road, Tougaloo, MS 39174 Ph: 601-977-7817 gjones@tougaloo.edu	Y	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
27	University of Alabama, Mr. Jim Oakley, Placement Director, College of Communications, P. O. Box 870172, Tuscaloosa, AL 35487 Ph: 205-348-8594	Y	0
28	University of Alabama, UAB Career Center, P. O. Box 870293, Tuscaloosa, AL 35487-0293 Ph: 205-348-2128 Job openings posted directly to website: http://www.career.ua.edu/	Y	0
29	University of MS, Ellen Meacham, Department of Journalism, 331 Farley Hall, University, MS 38677 Ph: 662-915-7146	Y	0
30	University of Southern MS, Mass Communication and Journalism, Ms. Mandy Nace, USM, 118 College Drive #5121, Hattiesburg, MS 39406 Ph: 601-266-4258 amanda.tilley@usm.edu	Y	0
31	University of Southern MS, Julia Graham, USM Career Services, 118 College Drive #5014, Hattiesburg, MS 39406-0001 Ph: 601-266-4153	Y	0
32	University of West Alabama, Ms. Tammy White, Director of Career Services, Station 29, Livingston, AL 35470 Ph: 205-652-3651. Job openings also posted to UWA website: http://www.collegecentral.com/uwa/	Y	0
33	Western Kentucky University, Mr. Dan Onitsuka, Career Services Center, Cravens 216, One Big Red Way, Bowling Green, KY 42101 Ph: 270-745-3095 Dan.onistuka@wku.edu	Y	0
34	Hispanic Americans for Fairness in Media, Job Placement Coordinator, Suite 250, 5400 East Olympic Boulevard, Los Angeles, CA 90022-5142 Ph: 323-726-1558	N	0
35	Nat'l. Assn. of Hispanic Journalists, Ms. Michelle Vignoli, 1000 National Press Building, Washington, DC 20045 Ph: 202-662-7483	N	0
36	MS Band of Choctaw Indians, Chief Cyrus Ben, Philadelphia, MS 39350 Ph: 601-656-5251	N	0
37	MS Band of Choctaw Indians, Ms. Rosemary John, Tribal Scholarship Program, P. O. Box 6085, Philadelphia, MS 39350 Ph: 601-650-1500	N	0
38	Ms Band of Choctaw Indians, Ms. Wanda McMillan, PHR, Director, Human Resources, and Ms. Glenda Willis, P. O. Box 6033, Philadelphia, MS 39350 Ph: 601-650-1540	Y	0
39	NAACP, Mr. John Harris, President, 3709 Newell Road, Meridian, MS 39301 Ph: 601-483-4919	N	0
40	National Sales Network, Mr. David Richardson, Chairman, 1075 Easton Avenue, Suite 11, #316, Somerset, NJ 08873 Ph: 732-246-5236	N	0
41	Nat'l. Hispanic Media Coalition, Job Placement Coordinator, 2514 South Grand Avenue, Los Angeles, CA 90007 Ph: 213-746-6988	N	0

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
42	Nat'l. Urban League, Dale Johnson, Manager, Race Relations & Civil Rights, 1101 Connecticut Ave., N.W., Suite 810, Washington, DC 20036 Ph: 202-898-16-04 djohnson@nul.org	N	0
43	Poarch Creek Indians, Ms. Clara Jones, JTPA Coordinator, 5811 Jack Springs Road, Atmore, AL 36502 Ph: 251-368-9136	Y	0
44	Columbus Commercial Dispatch, Connie Harris, 516 Main Street P. O. Box 511, Columbus, MS 39703 (Newspaper Advertisement) Ph: 662-328-2424	N	0
45	The Clarion Ledger, Beverly Brown, P. O. Box 23061, Jackson, MS 39225- 3061 (Newspaper Advertisement) Ph: 601-961-7125	N	0
46	Gray Media, Inc Television Stations, Becky Gaines, HR Manager, 4370 Peachtree Road, NE, Atlanta, GA 30319 jobs@gray.tv 470-225-5416	N	7
47	Alabama Employment Security Commission, Larry W. Jowers, Jr., P. O. Drawer 200, Demopolis, AL Ph: 334-289-0202	N	0
48	Council of Organizations, Mr. Robert Burford., 1402 39 th Avenue, Meridian, MS 39301 Ph: 601-485-6440	N	0
49	Multi-County Community Services Agency, Ms. Mary Atterberry, P. O. Box 905, Meridian, MS 39301 Ph: 601-484-3975 matterberry@multi-county.org	Y	0
50	MS Employment Security Commission, Mr. Bud Gilbert, 2000 Highway 19 North, Meridian, MS 39302 Ph: 601-483-1406	Y	0
51	Naval Air Station, Family Employment Readiness Program, Ms. Stacy Jemison, 405 Rosenbaum Avenue, Meridian, MS 39309 Ph: 601-679-2360 (Ms. Shelby Proaps added effective 10/06.)	Y	0
52	Sumter County Board of Education, Operation JUMP, Ms. Jacqueline Jackson, Adult & Community Education Program, P. O. Box 127, York, AL 36925-127 Ph: 205-652-9605	Y	0
53	Production HUB, Corporate Headquarters, Tara Withrow, 801 W. Fairbanks Ave., Winter Park, FL 32789 Ph: 877-629-4122	N	0
54	Jobs In MS, Christina Mercier, Account Representative, P. O. Box 604, Westbrook, ME 04098. Ph: 601-360-1707 Job openings posted directly to website at http://www.jobsinms.com/	N	0
55	Spots-N-Dots Weekly Publication, Joe Marcoe, Account Representative, 167 Oakdale Road, Johnson City, NJ 13790 Ph: 607-729-7295; Fax: 607-729-7331 Job openings posted to weekly publication and ads@spotsndots.com website.	N	0
56	Indeed Inc., 7501 N. Capital of Texas Hwy, Building B, Austin Tx 78731 Ph: 800-475-4361	N	8
57	Career Education Institutes, P.O. Box 11171, Winston-Salem, NC 27116. Ph 336-768-2999 Email: CEIBill@att.net	N	0
58	Job Fair	N	0
59	WTOK Web Site	N	1

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over 12-month period
60	WTOK Internal Candidate	N	3
61	WTOK Employee Referral	N	8
62	Non-Employee Referrals	N	2
63	WTOK Station Commercial	N	0
64	Walk In	N	1
65	Media Recruiter, 9457 So. University #303, Highlands Ranch, CO 80126 Ph:303-400-5150	N	0
66	Handshake	N	0
67	JournalismJobs.com, Ph: 510.508.7386 Email: info@journalismjobs.com	N	0
TOTAL INTERVIEWEES OVER REPORTING PERIOD:			31

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participate in job fairs	<p>On March 3, 2021, the General Manager attended MAB Day with Alcorn University via Zoom Information was provided to applicants in order to increase their awareness of job opportunities in the field of broadcasting. We received resumes from attendees who were interested in the broadcasting field and they were reviewed by our Production Manager, Sales Manager and News Director</p> <p>On March 25, 2021, Office Manager, Creative Services Manager and News Director attended The Governors Job Fair of Mississippi Drive Thru Job Fair. Information was provided to applicants in order to increase their awareness of job opportunities in the field of broadcasting. We received resumes from attendees who were interested in the broadcasting field and they were reviewed by our Production Manager, Sales Manager and Interim News Director. WTKO was also a co-sponsor for this Job Fair.</p> <p>On March 31, 2021, the General Manager attended MAB Day with Jackson State University via Zoom Information was provided to applicants in order to increase their awareness of job opportunities in the field of broadcasting. We received resumes from attendees who were interested in the broadcasting field and they were reviewed by our Production Manager, Sales Manager and News Director</p> <p>On April 8, 2021, the General Manager attended MAB Day with Mississippi State University. Information was provided to applicants in order to increase their awareness of job opportunities in the field of broadcasting. We received resumes from attendees who were interested in the broadcasting field and they were reviewed by our Production Manager, Sales Manager and News Director</p> <p>On April 15, 2021, the New Director attended MAB Day with University of Southern Mississippi University. Information was provided to applicants in order to increase their awareness of job</p>

		<p>opportunities in the field of broadcasting. We received resumes from attendees who were interested in the broadcasting field and they were reviewed by our Production Manager, Sales Manager and News Director</p> <p>On April 21, 2021, the General Manager attended MAB Day with Mississippi University. Information was provided to applicants in order to increase their awareness of job opportunities in the field of broadcasting. We received resumes from attendees who were interested in the broadcasting field and they were reviewed by our Production Manager, Sales Manager and News Director</p>
2	Activity designed to further dissemination of broadcast employment information	<p>On an ongoing basis, General Manager and Creative Services Manager serve on the community advisory board for 2-year broadcast technology program at Meridian Community College, Meridian, MS.</p> <p>March 10, 2021 the New Director attended a Virtual Recruiting Session with Mississippi State University. He spoke via Teams to graduating meteorology students about the television industry, gave them tips on how to find their first job and reviewed their work.</p> <p>On March 24, 2021 the News Director attended a Virtual Recruiting Session with the University of Mississippi. He spoke via Teams to graduating broadcast journalism students about Gray Television and our industry.</p> <p>On April 7, 2021 Our evening Anchor and Sports Anchor spoke with students at Kemper Academy about working in journalism. They answered questions about the ins and outs of the business.</p> <p>On July 23, 2001, One of our Reporters was the instructor for the day at the Carter Foundation's Media Program. He talked to youth about his personal experience as a reporter and showed them how to operate news equipment.</p>
3	Scholarship program	WTOK funds an ongoing Broadcast Communications Scholarship at Meridian Community College, Meridian, MS
4	Mentoring	<p>Our News Director has mentored many of our reporters. He worked with a reporter thru March 2021. He was able to improve Brianna's writing and on-air delivery and He coached her on how to become a better storyteller and reporter.</p> <p>He has been mentoring a reporter for more than three years. He hired him as a part-time Production Assistant. With his help, He was quickly promoted to Reporter.</p> <p>He has taken him under his wing by showing him the in's and out's of the tv news industry and have made him a better writer and reporter.</p>

		<p>He has also had the opportunity to talk to him about life and have given him advice on how to navigate this sometimes-difficult industry and challenging world we live in.</p> <p>He has been coaching and teaching our Morning Anchor about television news. She is still very green and is new to Meridian. He has helped guide her through the do's and don'ts and he believes he has helped her adjust in her new life by offering her positive feedback, guidance, and constructive criticism</p> <p>He has been mentoring and teaching our news about television news. He strongly encouraging him to take a news management/leadership path and he is working with him and talking to him about how to reach those goals. He came to WTOK with no experience in television. He helped him secure a full-time position at WTOK. He quickly proved himself and is now a very valuable part of the news team. They met regularly to talk about how he can improve his work skills and how he can one day succeed in news management. They also talk about life outside work. He has given him advice on how to navigate this challenging world, including how to be a good father.</p> <p>Spring of 2021 our GM mentored 2 graduating students from the Colorado State University. She worked with them on producing reels, interviews and job hunting.</p>
5	EEO Training to Management Level Personnel	<p>On March 24, 2021 the Office Manager and General Manager participated in the “Staying on Top of your Broadcast FCC EEO Obligations” training webinar presented by David Oxenford of the Washington DC law firm Wilkinson Barker Knauer.</p> <p>From May 11- June 10, 2021 our General Sales Manager and Operations Manager participated in a training series: Foundations of Diversity, Equity and Inclusion. The training included how biases influence interaction and decision making; and ways to mitigate them, how to identify and avoid implicit bias and microaggression in media, how to champion equity and inclusion, handling conflict, how to avoid common faux pas made regarding: gendered language, race, class and ability; and how to apologize effectively.</p>